



Social Network Marketing

Captain Marketing is a California-based web marketing company providing small and mid-sized companies with what they desperately need. We're masters of SEO, SEM, Social Media, PPC, Site Design and all the other essential yet complicated internet marketing specialties. We have a staff of over 100 Internet Superstars—designers, analysts, programmers, marketing experts, copywriters and more.

Our Technology

Marketing campaigns aren't just about innovation. Any creative effort also requires the direction and measurable results that comes from data about the marketplace, and your campaign. In the world of internet marketing, too much information is also sometimes just as bad as not enough. At Captain Marketing, we have access to technology platforms that allow us to measure, predict and ultimately understand exactly the forces that will determine your success.

We're up to the Task



We're all familiar with the armchair SEO experts or garage-based social media campaigns of the past, when online marketing meant simple links and brochure style websites. The world has changed. Today, digital campaigns of any stripe are incredibly complicated, requiring access to the most advanced metrics available to determine what's working-and what's not-about any online strategy. Captain Marketing has this platform...so you don't have to. But with access to all our data and regular reports, you'll reap the benefits of this information, without having to slog through complicated algorithms to get it.

Our Client Portal Provides 24/7 Access

Once signed up with Captain Marketing, you'll be supplied with a login and password to our Client Portal with 24/7 access to your current and past campaigns. You'll find reports on

keyword performance, information on any PPC program, as well as progress reports for your social media. You can also see any updates posted by your dedicated project manager-and ask your own questions, if you so choose. It's an online hub for the team involved with your campaigns to share information and report progress. Simple to use, it's easy to access and streamlined for convenient, effective communication.

Social Media

Social media isn't just cute kittens and bland messages. Get the right mix of powerful brand messaging and information that potential customers will want to respond to and share with their friends and colleagues. At Captain Marketing, we base our social media programs on results. Using your goals and messaging, we build campaigns that get actionable results fast.

Build and Optimize Your Profile



Have you built a complete social media profile on the web for your customers...and potential ones? Let your customers learn what's important about your business and your products with the clear, powerful messaging that really makes a difference to consumers. Social media has never been more important, or more relevant to your bottom line. Don't rely on "one size fits all" branding or bland, impersonal copy to drive conversions. At Captain Marketing, we will work with you to create the specific social media profiles you need for success.

- Custom Profile Design Using Brand Collateral and Details Unique to Your Business
- Creation of Custom, ROI Focused Tabs to Communicate Your Products, Your Services, and Your Promotions to the Consumer
- Exclusive Content for Just your Followers/Fans to Drive Repeat Visits and More Engagement
- Shop & Share Integration between E-Commerce and Social Action
- Time and Season Sensitive Messaging and Design Highlighting Special Promotions etc. to Increase Sales

Anyone can start a Facebook page, but few marketing professionals have the expertise to leverage your social media presence in a way that maximizes your ROI. Don't rely on just anyone to create the public face of your business on these instrumental social media platforms. Get the experts at Captain Marketing to communicate makes you special to the consumers you need to attract.

Pay Less, Get More with PPC Management that Works

Target your customers effectively with paid search that gets results. In a super competitive marketplace where only quality counts, Captain Marketing gets the results you're looking for with pay-per-click campaigns tailored to your unique business and customers. With constant attention to data, testing and research, our strategists understand what works...and what doesn't. Don't waste your time and money on trial and error approaches. Create new goals; find new revenue streams with proven PPC techniques designed for maximizing returns.

More Service, More Value with Captain Marketing

- 8 AFFORDABLE PROGRAMS! Need something different? We'll create a CUSTOM PACKAGE just for you.
- PROFESSIONAL AD COPY written by industry pros who create top websites every day.
- SITE OPTIMIZATION plus Keyword Analysis & Selection to maximize your site visibility.
- DEDICATED PROJECT MANAGER & STATUS REPORTS to keep you up to date.
- NO HIDDEN PER-CLICK CHARGES so you always stay in control.
- NO LONG TERM CONTRACTS, just month-to-month terms with an easy 30 day cancellation policy.
- EACH PLAN INCLUDES ALL PPC SUPPLIER COSTS. Never worry again about going over budget!

Fast Results. Big Returns



Captain Marketing is your affordable answer for effective Pay-Per-Click campaigns.

Just 48 hours from now, your business can be on the top of page one search results for Google, Yahoo, Bing, Face book, Twitter, Ask, and more.

Engaging the Mobile Customer

Engaging the Mobile Customer The number of people searching for your goods and services from a tablet or Smartphone has increased by over 3,000% since 2010. You can't afford to miss out on these customers with a slow browser or incompatible web design. Get connected to your consumers with the right kind of mobile engagement for maximum ROI.

The Moment for Mobile is Here

There's no way around it. Quite simply, with handheld devices in use across the board, the mobile friendly website has gone from an optional feature to "must have" in a few short years. Without one, even your rankings on the search engines will erode.



And yet, at Captain Marketing, we offer affordable mobile opportunities that move your campaign front and center into the mobile marketplace. We see mobile as a huge opportunity for increased revenues, more leads and overall conversions. Our mobile experts will help you maximize the unique benefits to mobile customization, including location and social integration.

Mobile engagement is about ad formats that work on any browser, anytime. At Captain Marketing, we'll work with you to ensure your online marketing campaign doesn't stop at desktop, but goes where your customer goes, on tablets and smartphones.

Search Engine Optimization: How We Work



We're not about smoke and mirrors at Captain Marketing. Frankly, any worthwhile SEO strategy must combine total transparency with innovation to succeed. Our SEO programs are based on proven white hat techniques and expertise that get results for more than 2,000 of our clients every day.

Our work is about meticulous research, tenacious efforts, and addressing the constantly evolving SEO landscape as it expands. Growth and change are our only constants.

Great Content, Solid Websites

Through effective website optimization, high quality content, strategic link building and solid research, we have been able to achieve success for our clients again and again. We're specialists at increasing site traffic, delivering high rankings and a superior ROI.

If SEO were easy, everyone could get results. The reality is that our search engine optimization programs are built on knowledge, effort and quality. We fix problems, and constantly forge new avenues and opportunities for the vital connections with bloggers, social media outlets, and PR resources that build a ranking program. At Captain Marketing, we build the #1 ranking and brand equity so you don't just survive in the marketplace, but thrive.

Call Us Today, and Let's Get Started!

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